

REP HEADLINE# 6374562 TRF# 398522
\$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703 528 7800
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET

FAX# 703 528 7880
HARRIS REPORT FROM REP OCT17/12 17.41
CHANGES *** WDCW-TV ***

ADV # _____ ADV. NAME POLI/T KAINE/DSCC/D/SEN/VA
AGY # _____ AGY. NAME MEDIA STRATEGIES & RESEARCH
11350 RANDOM HILLS ROAD, SUITE 670
FAIRFAX, VA 22030

REP.# _____ OFF.# _____ SALESMAN # _____
BUYER NAME RACHAEL BEALE
SALES PRSN WA- DAVE CLARK

ORDER # _____ CONTRACT # 6374562 CLASS: NATL. LOCAL REGIONAL
PRDCT KAINE/DSCC EST# _____ COMMENTS: (LINE, ORDER, INVOICE)
FLIGHT DATES OCT16/12 OCT21/12 WK-1
CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE OCT17/12 17.41

REP: TO NSA
FM DC
CANX LINE 3
ADD LINE 4
REJECT M1, REVISION MADE MANUALLY
RVSD TTL \$2150 4X
PLS CNFRM, THX 10/17

STA:

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
KAINE FOR 2012 SENATE

| :LINE# | :REP | :CD | : TIME PERIOD | : LGTH | : SEC | : RATE | : START | : END | :SPTS | : WEEK | : DAYS | :TOTL |
|--------|--------|-----|---------------|--------|-------|--------|---------|--------|-------|--------|--------|-------|
| : | :LINE# | : | : | : | : | : | : DATE | : DATE | : /WK | : INVT | : | :SPTS |

| | | | | | | | | | | | | |
|-------------------|---|--|-----------|----|--|----------|-------|-------|---|--|-----|---|
| 3 | S | | 730P-800P | 30 | | \$700.00 | 10/17 | 10/19 | 0 | | W,F | 0 |
| PROGRAM : 2.5 MEN | | | | | | | | | | | | |

| | | | | | | | | | | | | |
|---|---|--|-----------|----|--|----------|-------|-------|---|--|------|---|
| 4 | A | | 730P-800P | 30 | | \$850.00 | 10/18 | 10/19 | 2 | | TH-F | 2 |
|---|---|--|-----------|----|--|----------|-------|-------|---|--|------|---|

PROGRAM : 2.5 MEN

STATION MAKEGOOD OFFERS:

| | | | | | | | |
|------------------------------|--------|-------|----------------------|-------|-----|----------|-------------|
| M1 | REJECT | BUY#3 | MISSED:WED/730P-800P | OCT17 | 30S | \$700.00 | (OCT17/12) |
| | | | FRI/730P-800P | OCT19 | 30S | \$700.00 | |
| | | | OFFER:THU/730P-800P | OCT18 | 30S | \$850.00 | PLS ADVISE. |
| | | | & FRI/730P-800P | OCT19 | 30S | \$850.00 | |
| CMT:MG PER ART. COST UPDATED | | | | | | | |

REP HEADLINE# 6374362 TRF# 398522
\$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REF: TEL# 703 528 7800
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET

FAX# 703 528 7880
HARRIS REPORT FROM REP OCT17/12 17.41
CHANGES *** WDCW-TV ***

| :LINE# | :REP | :CD | :TIME PERIOD | :LGTH | :SEC | :RATE | :START | :END | :SPTS | :WEEK | :DAYS | :TOTL |
|--------|--------|-----|--------------|-------|------|-------|--------|-------|-------|--------|-------|-------|
| : | :LINE# | : | : | : | : | : | :DATE | :DATE | : /WK | : INVT | : | :SPTS |

OCT/12 \$2,150.00

CONTRACT TOTAL \$2,150.00
TOTAL SPOTS 4

MARKET TOTALS \$185,000 WDCW 1% WJLA 19% WUSA 23% WRC 35% WTTG 21% WPXW 0% WDCA 1%
CABL 0%

SVC- NSI
DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE



WDCW-TV

ORDER

Print Date 10/18/12 Page 1 of 2

Flight Dates 10/16/12-10/21/12Contract / Revision 398522 /Original Date / Revision

10/15/12 10/17/12

Advertiser Kaine/Dem/Senate/VAAgency Media Strategies & ResearchBuying Contact318 Massachusetts Avenue NE
Washington, DC 20002Product

KAINE/DSCC

Agency Com 15%Billing Contact318 Massachusetts Avenue NE
Washington, DC 20002Sales Office TWDCSales Region NationalAgency RefOrder Sep 00:15:00Estimate #Alt Order # 06374562Billing Type CashOrder Type GENERALBilling Cycle EOM/EOCBilling Calendar BROADCASTDemographic A35+Rev Codes AGY POL CANDProduct Codes PL3Priority 03Advertiser RefPrimary Account Executive

Dave Clark

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Dave Clark | 100% | | |

Order Share 1% Market Value 215000

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| CABLE | % | 0 |
| UNKWN | % | 0 |
| WDCA | 1% | 2150 |
| WJLA | 19% | 40850 |
| WRC | 35% | 75250 |
| WTTG | 21% | 45150 |
| WUSA | 23% | 49450 |

Order Totals

Billing Plan

| Month | # of Spots | Net Amount | Gross Amount | Rating | Start Date | End Date | # Spots | Net Amount | Gross Amount |
|--------------|------------|------------|--------------|--------|------------|----------|---------|------------|--------------|
| October 2012 | 4 | \$1,827.50 | \$2,150.00 | 0.00 | 10/01/12 | 10/19/12 | 4 | \$1,827.50 | \$2,150.00 |
| Totals | 4 | \$1,827.50 | \$2,150.00 | 0.00 | | | | | |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals Spots Amount | |
|-----|----|-------------------|-----------------|------------------------|-------|-------------------|---------|-------------|-------|---------------|-----|------|------|------------------------|------------|
| E 1 | 50 | 10/18/12 | 10/18/12 | MF 9-10a MF 9-10a | CM | MF 9-10a | ---1--- | :30 | 1 | \$225.00 | 01 | 0.00 | NM | 1 | \$225.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| | | Week: 10/15/12 | 10/21/12 | ---1--- | | 1 | | \$225.00 | | 0.00 | | | | | |
| E 2 | 50 | 10/17/12 | 10/17/12 | MF 10-11a MF 10-11a | CM | MF 10-11a | --1---- | :30 | 1 | \$225.00 | 01 | 0.00 | NM | 1 | \$225.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| | | Week: 10/15/12 | 10/21/12 | --1---- | | 1 | | \$225.00 | | 0.00 | | | | | |
| E 3 | 50 | 10/17/12 | 10/19/12 | MF 730-8p MF 730-8p | CM | MF 730-8p | --W-F-- | :30 | 2 | \$700.00 | 01 | 0.00 | NM | 2 | \$1,700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| | | Week: 10/15/12 | 10/21/12 | --W-F-- | | 2 | | \$700.00 | | 0.00 | | | | | |



Contract / Revision **398522** Flight Dates **10/16/12-10/21/12**

Hiatus Dates

Original Date / Revision 10/15/12/ 10/17/12

Order Sep 00:15:00

Advertiser Kaine/Dem/Senate/VA Product KAINE/DSCC

Estimate #

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals | |
|--------|-----------|-------------------|--------------------|-----------------------|-----------------|----------------|-------------|------------|-------------|----------|-----|------|------|--------|------------|
| | | | | | | | | | | | | | | Spots | Amount |
| F 3 | 50 | 10/17/12 | 10/19/12 | MF 730-8p | CM | MF 730-8p | --W-F-- | :30 | 2 | \$700.00 | 01 | 0.00 | NM | 2 | \$1,700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Inventory Code</u> | | | | | | | | | | | |
| | | 10/15/12 | 10/21/12 | MF 730-8p | | | --W-F-- | | | | | | | | |
| Week | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | | | | | | | |
| | | 10/15/12 | 10/21/12 | --W-F-- | | | | | | | | | | | |
| | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | | | | | | |
| | | 2 | \$700.00 | 0.00 | | | | | | | | | | | |
| Spot | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u> | <u>Rtg</u> | <u>Type</u> | | | | | | |
| 1 | 50 | 10/15/12-10/21/12 | MF 730-8p | MF 730-8p | --W-F---- | :30 | (\$700.00) | 0.00 | NM | | | | | | |
| | | See MG 3.3,3.4 | | | | | | | | | | | | | |
| | | [PER ART] | | | | | | | | | | | | | |
| 2 | 50 | 10/15/12-10/21/12 | MF 730-8p | MF 730-8p | --W-F---- | :30 | (\$700.00) | 0.00 | NM | | | | | | |
| | | See MG 3.3,3.4 | | | | | | | | | | | | | |
| | | [PER ART] | | | | | | | | | | | | | |
| 3 | 50 | 10/15/12-10/21/12 | MF 730-8p | MF 730-8p | ---ThF---- | :30 | \$850.00 | 0.00 | NM | | | | | | |
| | | MG for 3.1,3.2 | | | | | | | | | | | | | |
| | | [MG per art] | | | | | | | | | | | | | |
| 4 | 50 | 10/15/12-10/21/12 | MF 730-8p | MF 730-8p | ---ThF---- | :30 | \$850.00 | 0.00 | NM | | | | | | |
| | | MG for 3.1,3.2 | | | | | | | | | | | | | |
| | | [MG per art] | | | | | | | | | | | | | |
| Totals | | | | | | | | | | | | | | 4 | \$2,150.00 |



Make-Good Form

10/17/2012
4:50 PM
Page 1 of 1

Advertiser: DSCC-Kaine for Senate
Station: WDCW-TV
Market: Washington, DC
Flight Dates: 10\16-21\2012
Email: Art Moran

Contact: Art Moran
Station Fax: 202-965-1841
Station Phone: 202-965-5050
Buyer: Rachael Beale
Buyer Fax: 303-764-9958

Pre-Emption

Make Goods

| Program: | Time: | Date(s): | Qty: | Rate: | Total: | Program: | Time: | Date(s) | Qty: | Rate: | Total: |
|----------------|-------------|---------------|------|----------|------------|----------------|----------|---------------|------|----------|------------|
| Two & Half Men | 7:30p-8:00p | 10/17,19/2012 | 2 | \$700.00 | \$1,400.00 | Two & Half Men | 7:30p-8p | 10/18,19/2012 | 2 | \$850.00 | \$1,700.00 |

| | | | |
|----------------------------|------------|--------------------------|------------|
| Total Pre-Emptions: | \$1,400.00 | Total Make Goods: | \$1,700.00 |
|----------------------------|------------|--------------------------|------------|

Balance Due to Station: Hold any advertiser credit at station until notified.

Please sign and return if accepted by station:

Signed _____

Date _____

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

Phone: 303-989-4700 Fax: 303-989-1910

DSCC-Kaine for Senate
Page 1 of 1